

**San Marcos  
Downtown Master Plan  
November 2007 Worksession  
Topic Summary from DOT Exercise**

**PARKING MANAGEMENT**

Create a parking strategy that includes installing meters and land acquisition for surface lots and future mixed use development with parking garage.

Don't conduct another parking study.

**STORMWATER MANAGEMENT**

Prepare a stormwater management and water quality master plan to protect the river. **Coordinate drainage CIP projects with overall Downtown Master Plan recommendations.**

**TRANSPORTATION**

Change Guadalupe and LBJ from one-way streets to two-way streets. Plan downtown as a multi-modal district (i.e., pedestrian, bicycle, transit, automobile)

**TRANSIT**

Fund operation and maintenance cost for commuter rail.

**PARKS & RECREATION**

Further enhance hike and bike trails, and improve connections to downtown and surrounding amenities. **Coordinate drainage CIP projects with overall Downtown Master Plan recommendations.**

**UTILITY INFRASTRUCTURE**

Consider relocating or burying electrical lines in coordination with street infrastructure projects. **Coordinate drainage CIP projects with overall Downtown Master Plan recommendations.**

**STREETSCAPES**

Create gateways into downtown especially from IH-35 and implement a signage and way-finding system. (This could be coordinated with city branding initiative.). **Coordinate drainage CIP projects with overall Downtown Master Plan recommendations.**

**LAND DEVELOPMENT**

Increase height limit in height overlay district. (Recommendation is to increase to about 6 stories).

Don't increase height limit in height overlay district.

**ECONOMIC DEVELOPMENT**

Create a management district (i.e., Municipal Management District, Public Improvement District, Business Improvement District, Tax Increment Reinvestment Zone, etc.). Create strategies and offer incentives to attract developers and other business to downtown.